A 8055-14 4/91 $2.00

ALL INDUSTRY FIGURES ARE ESTIMATES

The IN-USE figures are based on the actual State and Coast Guard registrations and estimates of non registered boats.

1990 POPULATION ESTIMATES	1990	1989
People Participating in Recreational Boating	73,370,000	73,287,000
Water Skiers	11,006,000	10,997,000
All Boats In Use	16,022,000	15,658,000*
Outboard Boats Boats Owned	8,030,000	7,905,000*
Inboard Boats Owned (includes auxiliary-powered sailboats)	545,000	532,000*
Non-Powered Sailboats (excluding sailboards)	1,298,000	1,282,000
Inboard/Outdrive Boats	1,559,000	1,477,000*
Deck Boats Owned	225,000	206,000
Houseboats Owned	38,500	37,500
Misc. Crafts Owned (canoes, rowboats, dinghies and other craft)	4,326,500	4,218,500
Outboard Motors Owned	11,524,000	11,225,000
Inboard Engines Owned (includes gasoline & diesel marine engines)	2,519,000	2,414,000
Jet Drives Owned	104,000	102,000
Boat Trailers Owned	6,027,000	5,887,000
Marinas, Boatyards, Yacht Clubs, Dockominiums, Parks & Other	8,320	8,320

$13,730,903,000 spent at retail during1990 for new and used boats, motors and engines, accessories, safety equipment, fuel, insurance, docking, maintenance, launching, storage, repairs, and club memberships.

10,777,370 boat registrations as of December 31, 1989 for the U.S. and territories. Of these, 7,905,297 were registered as outboard motorboats, and 2,009,277 were registered as either inboard boats, inboard/outdrive boats, or auxiliary powered sailboats, and 862,796 were registered as miscellaneous craft**

*Revised in 1990

** Includes non-powered sailboats, canoes, rowboats, jetboats, and miscellaneous craft.

DISTRIBUTION OF REGISTERED BOATS

STATES (+)	1988	1989	Rank in U.S.
Alabama	212,406	214,151	19
Alaska	28,945	29,665	49
Arizona	120,500	142,858	29
Arkansas	147,050	146,490	28
California	734,817	752,836	2
Colorado	82,783	82,653	34
Connecticut	94,819	98,254	32
Delaware	41,563	41,619	42
Dist. of Columbia	4,054	4,895	52
Florida	675,474	710,831	3
Georgia	264,698	270,134	13
Hawaii	14,250	13,501	51
Idaho	61,392	63,421	36
Illinois	326,483	339,979	9
Indiana	213,585	218,228	18
Iowa	187,279	158,258	26
Kansas	89,664	89,888	33
Kentucky	114,571	113,166	31
Louisiana	293,390	283,467	11
Maine	123,723	132,039	30
Maryland	168,763	173,523	23
Massachusetts	224,115	250,250	16
Michigan	788,453	856,749	1
Minnesota	692,528	706, 085	4
Mississippi	159,413	170,515	24
Missouri	264,652	263,841	15
Montana	34,343	40,000	44
Nebraska	55,525	57,268	38
Nevada	38, 279	40,603	43
New Hampshire	14,600	77,229	35
New Jersey	173,208	158,253	27
New Mexico	34,549	35,481	47
New York	385,000	419,956	7
North Carolina	256,264	267,446	14
North Dakota	40,495	43,507	41
Ohio	375,194	380,412	8
Oklahoma	181,335	184,703	22
Oregon	159,999	165,771	25
Pennsylvania	266,315	279,159	12
Rhode Island	29,855	36,775	46
South Carolina	282,611	302,282	10
South Dakota	45,867	49,674	39
Tennessee	224,709	233,403	17
Texas	607,111	603,709	5
Utah	45,311	58,464	37
Vermont	36,209	37,437	45
Virginia	186,426	196,119	20
Washington	179,066	195,791	21
West Virginia	45,336	49,356	40
Wisconsin	480,821	482,336	6
Wyoming	21,965	22,476	50
U.S. Territories	32,850	33,064	48
TOTAL	10,362,613	10,777,370	-

(+) Registration statistics are provided by the U.S. Coast Guard.

THE BOATING MARKET

	1988	1989	1990
Outboard Boats			
Total Units Sold	355,000	291,000	227,000
Retail Value	$1,224,750,000	$1,134,027,000	$978,143,000
Average Unit Cost	$3,450	$3,897	$4,309
Inboard Boats-Runaboats:			
Total Units Sold	7,400	9,100	7,500
Retail Value	$130,610,000	$179,152,000	$132,600,000
Average Unit Cost	$17,650	$19,687	$17,684
Inboard Boats-Cruisers:			
Total Units Sold	13,500	12,300	7,500
Retail Value	$1,884,600,000	$1,908,960,000	$1,383,015,000
Average Unit Cost	$139,600	$155,200	$184,402
Inboard/Outdrive Boats:			
Total Units Sold	148,000	133,000	97,000
Retail Value	$2,584,672,000	$2,354,100,000	$1,794,306,000
Average Unit Cost	$17,464	$17,700	$18,498
Sailboats/Non-Powered:			
Total Units Sold	34,800	24,200	18,800
Retail Value	$71,444,000	$38,308,000	$27,316,000
Average Unit Cost	$2,053	$1,583	$1,453
Sailboats/Aux-Powered (30 ft. & under)			
Total Units Sold	1,000	1,000	800
Retail Value	$35,753,000	$41,146,000	$34,704,000
Average Unit Cost	$35,753	$41,146	$43,381
Sailboats/Aux-Powered (30 ft. & over)			
Total Units Sold	2,320	2,000	1,600
Retail Value	$204,132,000	$191,456,000	$173,438,000
Average Unit Cost	$87,988	$95,728	$108,399
Canoes:			
Total Units Sold	89,800	80,100	75,300
Retail Value	$43,373,000	$39,890,000	$38,553,000
Average Unit Cost	$483	$498	$512
Inflatable-Supported Craft:			
Total Units Sold	32,200	29,800	26,600
Retail Value	$44,210,000	$46,786,000	$41,841,000
Average Unit Cost	$1,373	$1,570	$1,573
Outboard Motors:			
Total Units Sold	460,00	430,000	352,000
Retail Value	$1,828,040,000	$1,764,290,000	$1,545,984,000
Average Unit Cost	$3,974	$4,103	$4,392
Boat Trailers:			
Total Units Sold	223,000	209,000	165,000
Retail Value	$209,996,000	$207,119,000	$177,705,000
Average Unit Cost	$940	$991	$1,077

U.S. EXPORT-IMPORT OF PLEASURE BOATS

Dollar Volume

	1987	1988	1989
Exports	$219,871,000	$414,467,000	$625,354,000
Imports	$397,519,000	$509,701,000	$400,573,000

ANNUAL RETAIL UNIT ESTIMATES

Calendar Year	Outboard Boats Sold	Inboard Boats Sold	Inboard/ Outdrive Boats Sold	Non-Powered Sailboats Sold	Auxiliary Sailboats Sold	Canoes Sold	Inflatable Boats Sold	Sailboards Sold	Total All Boats	Boat Trailers Sold	Outboard Motors Sold	I/O And Inboard Engines Sold
1971	278,000	22,500	44,000	59,000*		44,000			447,500	220,000	495,000	88,000
1972	375,000	23,000	63,000	114,000*		56,000			631,000	265,000	535,000	109,000
1973	448,000	12,000	78,000	120,000*		68,000			726,000	330,000	585,000	113,000
1974	425,000	11,000	70,000	140,000	3,000	80,000			729,000	325,000	545,000	105,000
1975	328,000	10,000	70,000	105,000	2,850	76,000			529,050	255,000	435,000	103,000
1979	341,000	11,000	80,000	86,000	2,900	77,000			597,900	285,000	468,000	117,000
1979	336,000	11,500	84,000	55,000	3.050	82,000			571,550	276,000	462,000	123,000
1980	331,000	12,100	90,000	60,000	3,200	82,000		8,000	584,000	280,000	450,000	128,000
1981	322,000	12,600	89,000	67,000	4,900	90,000	16,170	13,000	614,670	276,000	375,000	135,000
1982	290,000	8,200	56,000	69,000	4,100	105,000	16,400	21,000	569,700	176,000	315,000	87,750
1982	281,000	8,400	51,000	73,000	4,100	126,000	20,000	31,000	594,500	190,000	318,000	81,500
1983	236,000	8,325	55,000	50,000	3,400	101,000	18,800	27,000	499,525	160,000	293,000	85,650
1984	273,000	11,385	79,000	40,000	3,740	107,000	23,600	33,000	570,725	184,000	337,000	104,125
1985	317,000	15,280	108,000	36,600	4,150	103,000	30,700	43,000	657,730	200,000	411,000	148,000
1986	305,000	16,700	115,000	34,000	3,800	78,800	30,500	50,000	636,800	192,000	392,000	155,000
1987	314,000	18,000	120,000	33,300	3,900	80,200	30,600	60,000	660,000	194,000	410,000	161,900
1988	342,000	19,700	144,000	29,500	4,000	85,300	30,200	70,000	724,700	216,000	444,000	210,800
1989	355,000	20,900	148,000	34,800	3,320	89,800	32,200	65,000	749,020	223,000	460,000	211,900
1990	291,000	21,400	133,000	24,200	3,000	80,100	29,800	55,000	637,500	209,000	430,000	190,700
	227,000	15,000	97,000	18,800	2,400	75,300	26,600	42,000	504,100	165,000	352,000	134,100

* Unit volume includes all types of sailboats.

STATE DISTRIBUTION OF 1989 BOAT, MOTOR, TRAILER AND ACCESSORY PURCHASES

States	Boats*	Outboard Motors	Boat Trailers	Marine Accessories
Alabama	$ 45,562,000	$ 51,711,000	$ 4,556,000	$ $24,677,000
Arizona	51,576,000	15,843,000	3,914,000	16.464,000
Arkansas	32,129,000	33,415,000	2,009,000	16,883,000
California	429,161,000	85,850,000	14,498,000	86,761,000
Colorado	37,451,000	10,444,000	2,071,000	9,520,000
Connecticut	316,592,000	22,512,000	3,313,000	11,321,000
Delaware	7,343,000	7,974,000	20,000	4,723,000
Washington D.C.	16,478,000	1,146,000	82,000	591,000
Florida	747,744,000	222,459,000	18,226,000	81,926,000
Georgia	82,202,000	55,610,000	5,385,000	31,127,000
Idaho	15,235,000	6,210,000	1,035,000	7,313,000
Illinois	174,255,000	54,657,000	11,391,000	39,181,000
Indiana	89,381,000	30,963,000	7,456,000	25,146,000
Iowa	32,430,000	22,106,000	3,313,000	18,240,000
Kansas	9,839,000	14,414,000	2,485,000	10,359,000
Kentucky	44,994,000	27,611,000	3,313,000	13,048,000
Louisiana	20,349,000	55,857,000	6,834,000	32,669,000
Maine	48,013,000	17,395,000	1,242,000	15,218,000
Maryland	277,763,000	30,398,000	2,278,000	20,003,000
Massachusetts	241,579,000	36,196,000	2,278,000	28,846,000
Michigan	427,111,000	68,635,000	11,758,000	94,467,000
Minnesota	125,557,000	75,246,000	12,841,000	81,371,000
Mississippi	11,020,000	19,565,000	1,242,000	19,646,000
Missouri	122,629,000	46,206,000	9,320,000	30,412,000
Montana	12,137,000	5,416,000	621,000	4,612,000
Nebraska	15,462,000	7,586,000	1,242,000	6,598,000
Nevada	40,019,000	6,616,000	828,000	4,674,000
New Hampshire	48,633,000	10,920,000	621,000	8,904,000
New Jersey	288,655,000	38,902,000	2,899,000	18,240,000
New Mexico	8,763,000	5,804,000	828,000	4,094,000
New York	471,326,000	68,401,000	6,213,000	48,393,000
North Carolina	103,389,000	65,896,000	4,970,000	30,819,000
North Dakota	8,828,000	9,262,000	1,242,000	5,019,000
Ohio	246,470,000	37,297,000	6,627,000	43,843,000
Oklahoma	31,765,000	21,030,000	2,692,000	21,286,000
Oregon	56,848,000	20,748,000	2,692,000	19,103,000
Pennsylvania	141,065,000	43,754,000	5,385,000	32,176,000
Rhode Island	24,577,000	7,074,000	414,000	4,242,000
South Carolina	80,121,000	48,112,000	2,899,000	34,840,000
South Dakota	4,962,000	7,604,000	2,071,000	5,722,000
Tennessee	79,406,000	46,524,000	2,899,000	26,897,000
Texas	200,139,000	114,414,000	8,958,000	73,825,000
Utah	42,859,000	7,533,000	828,000	6,733,000
Vermont	20,362,000	4,146,000	414,000	4,316,000
Virginia	143,061,000	44,883,000	4,349,000	22,605,000
Washington	180,582,000	50,970,000	5,177,000	22,568,000
West Virginia	8,989,000	7,039,000	1,242,000	5,685,000
Wisconsin	178,397,000	66,690,000	9,734,000	55,583,000
Wyoming	3,941,000	3,246,000	414,000	2,589,000
Total	**$ 5,847,149,000**	**$ 1,764,290,000**	**$207,119,000**	**$ 1,233,278,000**

* Retail value for inboard boats, inboard/outdrive boats, outboard boats and auxiliary and non-powered sailboats.
(+)Estimates not available for Alaska and Hawaii.

ESTIMATED
RETAIL EXPENDITURE ON BOATING

1955	$	1,230,.000,000
1960	$	2,525,000,000
1965	$	2,683,000,000
1968	$	3,150,000,000
1969	$	3,292,000,000
1970	$	3,440,000,000
1971	$	3,610,000,000
1972	$	3,900,000,000
1973	$	4,245,000,000
1874	$	4,607,000,000
1975	$	4,800,000,000
1976	$	5,333,000,000
1977	$	5,920,000,000
1978	$	6,690,000,000
1979	$	7,500,000,000
1980	$	7,370,000,000
1981	$	8,250,000,000
1982	$	8,100,000,000
1983	$	9,375,000,000
1984	$	12,340,000,000
1985	$	13,284,000,000
1986	$	14,479,000,000
1987	$	16,500,000,000
1988	$	17,927,000,000
1989	$	17,143,000,000
1990	$	13,730,903,000

ESTIMATED
RECREATIONAL BOATS OWNED

1913	400,000
1930	1,500,000
1950	3,510,000
1961	7,175,000
1970	8,814,000
1975	9.740,000
1978	11,270,000
1979	11,625,000
1980	11,832,000
1981	12,495,000
1982	12,820,000
1983	13,041,000
1984	13,455,000
1985	13,778,000
1986	14,318,000
1987	14,515,000
1988	15,093,000
1989	15,658,000
1990	16,022,000